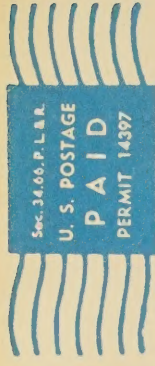


## **Historic, Archive Document**

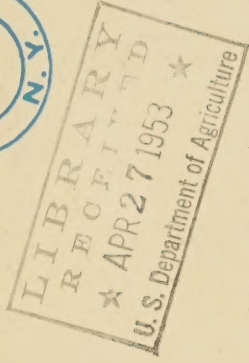
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# Can You Spare 10 Minutes To Grow 3000 Flowers Like These?



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# These Flowers Never Existed Before 1952



**Science Develops Spectacular New Varieties  
That Bloom By The Thousands;  
Remarkable Offer Made To Readers Of This Announcement**



**BEAUTY BY THE BUSHEL!** ▲ You are now looking at ORSONA — a super-blooming plant that never existed before in history! First developed by plant scientists in 1952, A SINGLE PLANT OF THIS ASTONISHING NEW VARIETY PRODUCES NEARLY 800 FIERY-RED BLOSSOMS THIS SEASON — UP TO 2400 BLOSSOMS NEXT YEAR — and is completely covered with showy masses of flowers 4 months of the year! A rare member of the Chrysanthemum family, it grows 30 inches high, thrives in almost any soil and is one of the easiest plants to grow! To discover how you can have thousands of these colorful flowers in your garden this season . . . read this page! **ACTUAL SIZE OF BLOOM!** ▶

**Guaranteed To Bloom!**

*Kellogg's*  
Established  
1869

This summer, how would you like to flood your garden with thousands of flowers that flame into a gigantic fireball the size of a bushel basket—and then change their colors from red to cardinal, from bronze to orange, while each plant is completely covered with solid masses of flowers! How would you like to grow some varieties **THAT NEVER EXISTED BEFORE 1952** — miracle plants with such fantastic blooming power you can set your landscape ablaze with 800 flowers from one single plant — and fantastic as it may seem, **EACH FLOWER YOU GET IS THE SIZE OF A LOVELY CHRYSANTHEMUM!**

## Like Blooms From Another Planet

How would you like to grow flowers so strange they actually look like chrysanthemums growing on an azalea bush—flowers so incredibly beautiful they look like an unbroken mass of blossoms in August, September, October, November, right up to frost — flowers so incredibly hardy that in Northern climes they sometimes stay in bloom weeks after the first snows have fallen—flowers so easy to grow they thrive in almost any soil with hardly a few moments of care! And lastly, how would you like to grow thousands of flowers so perfectly developed by plant scientists that they burst into flaming clusters of bloom for you even if you've never planted a seed be-

fore in your life. Flowers that blossom by the thousands year after year! Flowering plants still so rare, so precious, so valuable they are likely to be worth \$30 to \$50 cash value to you next year. Even though they now cost you less than 1/6th of a penny a bloom!

## What Plant Scientists Discovered in Asia

Nearly 20 years ago, while exploring the vast wilderness of China, a leading American plant scientist named Vincent DePetris was startled by a strange-looking plant that seemed like a miracle of nature! At first glance, it appeared to be an enormous azalea bush completely covered with masses of fiery-red blooms. But azaleas flower in spring! And this was the first week of November! And what completely electrified DePetris was the fact, that as he drew closer, each flower actually resembled a beautiful flame-red chrysanthemum! Feverish with excitement, he rushed back with this strange discovery to his world-famous breeding laboratories at Grosse Pointe, Michigan. And there, the great

work of Vincent DePetris began . . . to turn this one plant into a **SUPER-BLOOMING NEW BREED OF FLOWER** never before known or equalled on earth!

## Can Nature Be Changed?

Finally, after 10 years work, after nearly 3,000 experiments of cross-breeding this exquisite plant with prize-winning mums from Holland, France and England . . . this famous plant breeder discovered that he could change the color of this strangely beautiful flower from red to orange, from orange to yellow, that he could produce two flowers where one grew before, and make each flower bloom 1½ times larger! He discovered that he could penetrate the mysteries of nature and change the yellow flower to pink, the pink to orchid. He discovered that where one blossom grew before, he could now grow as many as 10 . . . flowers so thickly clustered you couldn't reach in your hand to count them! He discovered that he could make this plant bloom even earlier, and blossom again and again until it formed a sheer, solid mass of flowers, and he discovered how to make that sheer mass of flowers hold its bloom even longer! He discovered how he could toughen this plant

and make it so virtually foolproof that it would burst into bloom for you in almost any kind of soil—even if you've never planted anything before in your life!

## Blooms Like No Other Plant In History!

But the greatest triumph was still to come! Finally, after 16 years' work — after more than 10,000 experiments — he developed the spectacular Orsona — one single plant that gives you up to 800 flame-colored blossoms this summer and fall . . . a sheer living wall of fiery red blossoms stretching 2½ feet high and up to two feet across this year . . . double that flowering area next year . . . with the promise of countless more thousands of blooms for you year after year!

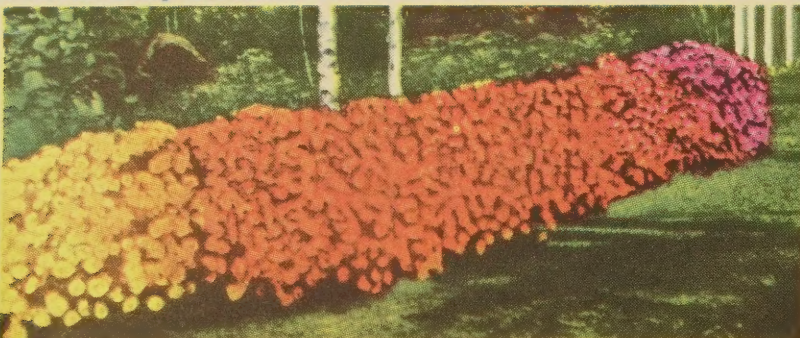
## Defies Frost—Adds Color To Your Garden Long After Most Flowers Are Dead!

This discovery means that with only 6 super-blooming plants you can flood your terrace, your porch, your beds and borders as each plant alone puts on a fiery splash of color. Or you can use your 6

plants to line your walks or your driveway with a solid bloom-packed hedge of more than 3,000 red, gold and orchid-pink blossoms this year . . . up to 10,000 more next year! It means that in late fall when other flowers in your garden are dying your miracle mums will flame with even deeper fire and brilliance as the cold weather approaches . . . and sometimes stay in bloom weeks after hoar-frost! It means you can pick flowers by the armful . . . actually strip each plant bare of its flowers with a scissors, if you wish . . . and see it erupt into bloom again inside of a week or 10 days! Because plant scientists are giving you highly developed varieties so eager to burst into bloom, the faster you pick 'em, the faster they grow! And it means you can be the envy of your neighbors . . . first in your community to grow these super-blooming flowers. Because never before has this amazing collection been offered.

But supplies are still so limited, this is the first and only time this year we can make this offer. To reserve your 6-plant collection you must mail coupon now! Send no money! Pay when your plants arrive!

## Look What Only 6 Plants Will Do For Your Garden This Season!



**HOW'S THIS FOR A LIVING WALL OF FLOWERS!** These miracle mums leap 2½ feet high this season completely covered from top to bottom with flaming masses of blossoms!

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